

## ORDER



KLAS

Orders Order / Rev: 36396  
 Alt Order #: 08821730  
 Product Desc: ISSUE  
 Estimate: 2601  
 Flight Dates: 09/28/12 - 10/04/12  
 Original Date / Rev: 06/27/12 / 10/01/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: National Media Inc  
 Buying Contact:  
 Billing Contact:  
 815 Slaters Lane  
 Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: NRCC  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV2  
 Revenue Codes: AGY, POL, ISS

New Business Thru: 11/29/08  
 Order Separation: 00:10:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$15,000.00	\$12,750.00
10/01/12	10/04/12	24	\$73,450.00	\$62,432.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$15,000.00	\$12,750.00	0.00
October 2012	24	\$73,450.00	\$62,432.50	0.00
Totals	40	\$88,450.00	\$75,182.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share

	Share	Total
KLAS	30%	\$88,450.00
Market	100%	\$294,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$73,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,741.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/01/12	10/04/12	8 News Now 6a M-F	CM	6-7a	MTWT---	:30	3	\$900.00	LV2	0.00	NM	3	\$2,700.00

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	MTWT---	3	\$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	09/30/12	09/30/12	CM	8 News Now Sun	A-----S		:30	1	\$400.00	LV1	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	8	10/01/12	10/04/12	630-7p Inside Edition	CM	630-7p	MTWT---	:30	3	\$1,300.00	LV2	0.00	NM	3	\$3,900.00
<b>INSIDE EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	MTWT---		3	\$1,300.00								
E 19	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wkn	CM	530-6p	-----S	:30	1	\$550.00	LV1	0.00	NM	1	\$550.00
<b>INSIDE EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	-----S		1	\$550.00								
E 20	8	10/01/12	10/01/12	Mon 8-9p	CM	8-9p	M-----	:30	1	\$9,500.00	LV1	0.00	NM	1	\$9,500.00
<b>MOTHER/PARTNERS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	M-----		1	\$9,500.00								
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1		8	10/01/12-10/07/12	Mon 8-9p		8-9p	(8:00 PM-9:00 PM-----		:30	(\$9,500.00)	0.00	NM			
See MG 20.2															
2		8	10/01/12-10/07/12	Mon 10-11p		10-11p			M-----	:30	\$9,500.00	0.00	NM		
MG for 20.1 10/01															
E 21	8	10/02/12	10/02/12	Tue 10-11p	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
<b>VEGAS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-T-----		1	\$8,500.00								
E 22	8	10/03/12	10/03/12	Wed 8-9p	CM	8-9p	--W----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
<b>SURVIVOR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	--W----		1	\$12,000.00								
E 23	8	10/04/12	10/04/12	Thu 8-9p	CM	8-9p	---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
<b>BIG BANG THEORY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	---T---		1	\$18,000.00								
E 24	8	10/01/12	10/04/12	8 News Now 11p M-F	CM	11-1135p	MTWT---	:30	4	\$2,200.00	LV1	0.00	NM	4	\$8,800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	MTWT---		4	\$2,200.00								
E 25	8	09/29/12	09/29/12	8 News Now Sat 11p	CM	11-1135p	-----S-	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	-----S-		1	\$900.00								
E 26	8	09/30/12	09/30/12	8 News Now Sun 11p	CM	11-1135P	-----S	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	-----S		1	\$900.00								
E 27	8	09/28/12	09/28/12	Letterman	CM	1135p-1237a	----F--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
<b>LETTERMAN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	----F--		3	\$750.00								
E 28	8	10/01/12	10/04/12	Letterman	CM	1135p-1237a	MTWT---	:30	3	\$850.00	LV2	0.00	NM	3	\$2,550.00
<b>LETTERMAN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	MTWT---		3	\$850.00								

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													Totals	40	\$88,450.00